

**ASD is one of the nation's oldest, most successful and innovative ASC companies.** Our storied path of achievement began in the 1980s. Our history of success in over 200 surgery centers continues today.

**As a management company, our results have been legendary.**

Our transformational approach has re-engineered business and clinical operations to optimize performance, financial margins and patient outcomes. We have instilled financial success in new and mature centers by adding new services, revenue lines and providers to reinvigorate the current base. Our operational implementing assets will yield growth and success in your ASC.

**For ASC investors, we have a strong history of balancing the partnership model to maximize market growth and the resulting value of the business, and now include the injection of our own capital as a minority partner.**

### ASD Specializes In:

- ▶ Ownership strategy and partnership
- ▶ *De novo* development
- ▶ Analysis for optimal clinical performance & profitability
- ▶ Management, marketing & consulting
- ▶ Increasing revenue by introducing new services and providers

ASD operates under the direction of **Robert Zasa, President**, a recognized leader in ambulatory surgery whose contributions over the years have shaped the industry. He is supported by a team of seasoned ASC specialists with collective depth: finance and revenue cycle, sales and marketing, investor syndication, managed care contracting, risk management, nursing, operations and facility management, and business office, staffing, certification and accreditation.

## Unique Offering

- ▶ Ownership restructuring to leverage opportunities in current and emerging medical specialties and patient demographics.
- ▶ Comprehensive marketing strategies for generating new revenue.
- ▶ Expert in the diverse needs of physician group ventures, large multispecialty centers, health systems, joint ventures, HOPD and freestanding facilities.
- ▶ Innovative investor relations, transition strategies and the dynamics of connecting existing partnerships with the right buyers and sellers.
- ▶ Outstanding track record of development, turnaround and strategic management to enhance performance and profitability.
- ▶ Consummate collaborator for strategic areas of day-to-day center operations—business office cost reduction, quality of care and patient safety, benchmarked performance for process efficiency while integrating independent audits.
- ▶ First in the nation with proprietary data to monitor and manage ASC revenue, reimbursement and variable expenses. Our critical management factors (CMFs) for ASCs are benchmarked against other ASCs and our actual operational experience.
- ▶ Industry leader in managed care and employer health plan negotiation and analysis to maximize contract performance.

**Ambulatory Systems Development** delivers outstanding patient care in parallel with industry leading rates of return for partner investors. Our goal: transforming the surgery center industry, center by center.

Our business, operational and clinical expertise implements operational efficiency, peak staff performance, optimal payer reimbursement and positive revenue evolution with the goal of engineering the center for long-term success. As a minority investor in your ASC, we look forward to sharing the risk and incentives for future growth.

**More than a  
management company.**

**More than a  
financial investor.**

**A partner with the resources, expertise and commitment  
to increase profitability and grow your future.**

## Start the Conversation

Call Robert Zasa, President at 626.840.4248

[AmbulatorySystemsDev.com](http://AmbulatorySystemsDev.com)